

Fredericton's Business Ambassadors Recognized at 1st Annual Awards

Team Fredericton, in cooperation with the Fredericton Chamber of Commerce, hosted its 1st Annual Fredericton Business Ambassador of the Year Awards on Thursday, May 11th. The Hollywood-style event was well-suited to UNB's Atrium from the red carpet, to the flashing lights, to the M.C.'s grand entrance down the impressive stairwell. There was even a prize for "Best Hollywood Threads"- a \$100 gift certificate compliments of Robert Simmonds.



Top Photo (left to right): Steve Saunders, Elliott Keizer and Pepijn Burgers

Bottom Photo: Paul Simmonds-Robert Simmonds, Kevin Johnston-Kingswood, Anne Baldaro-Marriot, Steve Saunders-2nd Place, Jon Hayes-Aliant (back), Elliott Keizer for Dwight Ball-Grand Prize, Pepijn Burgers (for Tia) -1st Place (back), David Innes-GFAA, Mayor Brad Woodside

Dwight Ball was named Fredericton's 2006 Business Ambassador of the Year! Dwight is the Executive Director of UNB's Research Services. Dwight was away on conference in Vancouver, but Elliott Keizer with UNB was present to accept the award on his behalf. The Grand Prize was awarded on the basis of actual business being established in Fredericton. Dwight distributed business card CDs and kits during his meetings and travels. One particular trip to the U.S. resulted in a company incorporating in New Brunswick, and conducting R&D in Fredericton. Dwight indicated that, "The information packages helped to better acquaint them with the City." The Grand Prize, valued at \$2,000, included a beautiful crystal award and weekend-for-two prize package: two plane tickets to Boston via Delta Airlines - compliments of Greater Fredericton Airport Authority / Delta Airlines, and two nights accommodation at the Boston Copley Marriott - compliments of Marriott.

The first place prize was awarded to Tia Burgers, Owner of Holland Mill, for generating a number of great leads. Tia was ill the day of the event, so her son, Pepijn, was present to accept the award. While these opportunities have yet to close, all parties indicated that they were very impressed with the City. She said these people did not know where New Brunswick was let-alone Fredericton, and the kits were very helpful in creating awareness. To quote her, "The information packages make it easy for my clients to prepare in advance of their arrival in Fredericton, and they're quite excited about what we have to offer as a city". The prize package, valued at \$1,000, included a Blackberry-7250 and 6 months free service - compliments of Aliant & Cox Electronics & Communications.

2nd Place was awarded to Steve Saunders for distributing Team Fredericton's marketing tools. Steve and his wife own the Carriage House Inn, and he uses every opportunity to promote Fredericton, and give out Team Fredericton's business card CDs and information kits in their place of business. The prize package, valued at \$565, included: 4 rounds of golf at Kingswood's 18-hole Signature Course and a 4-month fitness pass - compliments of Kingswood.

There were also some honourable mentions:

- Sean Mullins frequently gives out Team Fredericton's business card CD to their clients at their expense. Although Outreach Productions produced the CD, it's a win-win situation, as the tool serves as a great example of their work plus it helps promote Fredericton and raise awareness both internally and externally.
- Enterprise Fredericton have given out over 300 business card CDs as part of their promotional package.
- For "Ambassadors Abroad", Dorothy Saunders gave out business card CDs during a Canadian Rotary youth exchange tour plus she distributed relocation kits while vacationing across Canada. Dorothy is so proud to be an Ambassador that she actually had "business ambassador" business cards printed to give out during her travels. As well, a number of Ambassadors like Betty Fitzpatrick, Harold Moore, and Stephen Goudey have distributed the CDs at conferences as far away as Greece!
- Ian Culligan & Norm Sheen have been organizing exploratory visits for potential Asian immigrants, and have been using Team Fredericton's promotional tools to entice people to this area. They indicated that the information has generated considerable interest.

Team Fredericton launched its Ambassador Program in April of 2005, and since that time 135 people have been deputized as Business Ambassadors. During their meetings and travels, the ambassadors are promoting Fredericton as a great place to do business. With their assistance, the City will undoubtedly attract new business, conferences and opportunities! For more information on the Fredericton Business Ambassador Program, see the website at: <http://www.teamfredericton.com/ambassadors01.asp> or contact the coordinator, Laurie Guthrie Hayes at: 460-2942 or info@teamfredericton.com.



Ambassadors arrived
Hollywood-style!

Carol Burt (far left) won the prize for "Best Hollywood Threads" compliments of Robert Simmonds. Others: Monique Smith, Heather Bower, Mayor Brad Woodside and Don Gardiner

More Training Sessions... Team Fredericton will be conducting more training sessions in 2006 so stay tuned for details. Keep up the good work, and don't forget to tell us about your activities so you can be considered for next year's Business Ambassador Awards!